In the Claims

Please amend the claims as follows:

Claims 1-77 (Cancelled)

78.   (Previously Presented) A method for generating a subscriber profile for a subscriber of television services, the method comprising:

monitoring subscriber television viewing interactions;

retrieving content characteristics associated with content included in the subscriber television viewing interactions;

processing the subscriber television viewing interactions and the content characteristics to generate subscriber television viewing habits;

retrieving heuristic rules associated with at least some subset of the subscriber television viewing habits, wherein the heuristic rules associate the subscriber television viewing habits with non-television viewing characteristics about the subscriber; and

applying the heuristic rules to the at least some subset of the subscriber television viewing habits to generate the subscriber profile.

79.   (Previously Presented) The method of claim 78, wherein the content includes programming and advertisements.

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80.   (Previously Presented) The method of claim 78, wherein said retrieving content characteristics includes retrieving the content characteristics from an EPG.

81.   (Previously Presented) The method of claim 80, wherein the content characteristics include at least some subset of program category, program sub-category, and rating.

82.   (Previously Presented) The method of claim 78, wherein said retrieving content characteristics includes

retrieving text associated with the content; and

data mining the text for data associated with characteristics of the content.

83.   (Previously Presented) The method of claim 82, wherein said retrieving further includes comparing the associated data with content characteristic groupings to determine the content characteristics of the particular content

84.   (Previously Presented) The method of claim 82, wherein the associated text includes at least some subset of closed captioning data, EPG data, and HTML files.

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85. (Previously Presented) The method of claim 78, wherein said monitoring includes monitoring at least some subset of volume commands, channel changes, program selections, address requests, record commands, print commands, bookmarks, EPG activation, and time.

86. (Previously Presented) The method of claim 78, wherein the non-television viewing characteristics include at least some subset of product interests and demographics.

87. (Previously Presented) The method of claim 78, wherein the non-television viewing characteristics include at least some subset of age, gender, income level and family size.

88. (Previously Presented) The method of claim 78, wherein the heuristic rules associate specific subscriber television viewing habits with specific non-television viewing characteristics.

89. (Previously Presented) The method of claim 78, wherein the heuristic rules associate specific subscriber television viewing habits with probabilities that the subscriber has various non-television viewing characteristics.

90. (Previously Presented) The method of claim 78, wherein the heuristic rules associate subscriber television viewing habits to non-television viewing characteristics including at least some subset of program to gender, channel change speed to gender, channel change speed

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to income level, program genre to age, program genre to gender, program genre to income level, and program genre to family size.

91.   (Currently Amended) A method for generating a subscriber profile for a subscriber of television services, the method comprising:

monitoring subscriber interactions with a television;

retrieving heuristic rules associated with at least some subset of the subscriber interactions, wherein the heuristic rules predict demographic characteristics about the subscriber including at least some subset of gender [,] and income level and family size; and

applying the heuristic rules to the at least some subset of the subscriber interactions to generate the subscriber profile.

92.   (Previously Presented) The method of claim 91, wherein

said monitoring includes processing the subscriber interactions to generate interaction characteristics;

said retrieving includes retrieving heuristic rules associated with at least some subset of the interaction characteristics; and

said applying includes applying the heuristic rules to some combination of the interaction characteristics and the subscriber interactions to generate the subscriber profile.

93.　　(Previously Presented) The method of claim 91, wherein

said monitoring includes retrieving content characteristics associated with content included in the subscriber interactions;

said retrieving includes retrieving heuristic rules associated with at least some subset of the content characteristics; and

said applying includes applying the heuristic rules to some combination of the interaction characteristics and the content characteristics to generate the subscriber profile.

94.　　(Previously Presented) The method of claim 91, wherein

said monitoring includes retrieving content characteristics associated with content included in the subscriber interactions and processing the subscriber interactions and the associated content characteristics to generate interaction characteristics;

said retrieving includes retrieving heuristic rules associated with at least some subset of the content characteristics; and

said applying includes applying the heuristic rules to the interaction characteristics to generate the subscriber profile.

95.　　(Previously Presented) The method of claim 91, wherein the heuristic rules associate subscriber interactions to non-interaction traits including at least some subset of program to gender, channel change speed to gender, channel change speed to income level,

program genre to age, program genre to gender, program genre to income level, and program genre to family size.

96.   (Previously Presented) The method of claim 91, wherein the heuristic rules associate specific subscriber interactions with specific demographic characteristics.

97.   (Previously Presented) The method of claim 91, wherein the heuristic rules associate specific subscriber interactions with probabilities that the subscriber has various demographic characteristics.

98.   (Currently Amended) A method for generating a subscriber profile, the method comprising:

monitoring subscriber interactions with a television;

processing the subscriber interactions to generate interaction traits;

retrieving heuristic rules associated with the interaction traits, wherein the heuristic rules associate the interaction traits to demographic traits, the interaction traits to demographic traits associations including at least some subset of program to ~~genre~~ gender, channel change speed to gender, channel change speed to income level, program genre to age, program genre to gender, program genre to income level, and program genre to family size; and

generating the subscriber profile by applying the heuristic rules to the interaction traits.

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99.   (Previously Presented) The method of claim 98, wherein said processing includes

retrieving content characteristics associated with content included in the subscriber

interactions; and

processing the subscriber interactions and the associated content characteristics to

generate interaction characteristics.

100.   (Previously Presented) The method of claim 98, wherein the heuristic rules

associate specific subscriber interactions with specific demographic characteristics.

101.   (Previously Presented) The method of claim 98, wherein the heuristic rules

associate specific subscriber interactions with probabilities that the subscriber has various

demographic characteristics.

102.   (New) A method for generating a demographic profile a subscriber based on

subscriber interactions with a television, the method comprising:

monitoring subscriber television viewing interactions;

retrieving heuristic rules associated with at least some subset of the subscriber television

viewing interactions, wherein the heuristic rules associate the subscriber television viewing

interactions with demographic characteristics about the subscriber; and

applying the heuristic rules to the at least some subset of the subscriber television viewing

interactions to generate a demographic profile.

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103.   (New) The method of claim 102, wherein the heuristic rules predict demographic characteristics about the subscriber including at least some subset of gender and income level.

104.   (New) The method of claim 102, wherein

said monitoring includes processing the subscriber television viewing interactions to generate interaction characteristics;

said retrieving includes retrieving heuristic rules associated with at least some subset of the subscriber television viewing interactions and the interaction characteristics; and

said applying includes applying the heuristic rules to some combination of the interaction characteristics and the subscriber television viewing interactions to generate the subscriber profile.

105.   (New) The method of claim 102, wherein the heuristic rules associate subscriber interactions to demographic characteristics including at least some subset of program to gender, channel change speed to gender, channel change speed to income level, program genre to age, program genre to gender, program genre to income level, and program genre to family size.

106.   (New) The method of claim 102, wherein the heuristic rules associate specific subscriber interactions with probabilities that the subscriber has various demographic characteristics.

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107.   (New) A method for generating a demographic profile a subscriber based on subscriber interactions with a television, the method comprising:

monitoring subscriber interactions with a television;

retrieving heuristic rules associated with the subscriber interaction, wherein the heuristic rules associate the subscriber interactions with probabilities of the subscriber having certain demographic traits;

applying the heuristic rules to the subscriber interactions to generate probabilistic demographic traits based on the subscriber interactions; and

generating a demographic profile of the subscriber by aggregating all the probabilistic demographic traits for various subscriber interactions.

108.   (New) The method of claim 107, wherein the heuristic rules predict demographic characteristics about the subscriber including at least some subset of gender and income level.

109.   (New) The method of claim 107, wherein the heuristic rules associate subscriber interactions to demographic characteristics including at least some subset of program to gender, channel change speed to gender, channel change speed to income level, program genre to age, program genre to gender, program genre to income level, and program genre to family size.

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